



OPEN MOBILE VIDEO COALITION

October 03, 2007

VIA ELECTRONIC FILING

The Honorable Jonathan S. Adelstein
Federal Communications Commission
445 12th Street, S. W.
Washington, D. C. 20554

Re: Ensuring that Consumers Can Experience the Full Potential of Digital Television; ET Docket Nos. 02-380 and 04-186

Dear Commissioner Adelstein:

As analog broadcasts cease, consumers will rightly expect much from their all-digital television service. Mobile digital television could even exceed these expectations, offering consumers the ability to watch digital television on new digital devices, on laptop computers, mobile phones, in their cars and elsewhere. But these applications may never make it into the hands of consumers if portable, unlicensed devices cause harmful interference to them. Accordingly, the Open Mobile Video Coalition ("OMVC"), an alliance of hundreds of commercial and public television stations committed to the development of mobile digital television, urges the Commission (1) to include interference to mobile television receivers in the FCC's testing regimen for determining the interference potential of unlicensed devices; and (2) not to permit unlicensed devices to operate in the DTV spectrum unless there is fully effective protection against interference to the mobile broadcast service from mobile devices.

Mobile digital television broadcasts will be embedded within the existing, 19.4 mbps digital signals of licensed television stations. Consumers, however, will no longer be confined to receiving those DTV signals at home or in other fixed locations. By making multiple streams of local and other compelling video content available to consumers "on the go", mobile broadcasting will efficiently and responsibly use the spectrum licensed to local television broadcasters. Such innovative mobile broadcast applications will not transmit signals from handheld devices, so in giving consumers a new option for viewing digital television they will fully protect existing, fixed receivers from interference.

In contrast to mobile broadcasting's efficient and non-interfering use of existing DTV signals, proponents of portable unlicensed devices ask for the legal right to generate new, interfering transmissions in the TV band. Recent FCC tests have shown that so-called "sensing" mechanisms in unlicensed devices are ineffective in mitigating interference to digital broadcast television. Moreover, these test results do not cover the issue of interference from unlicensed devices to the public's use of mobile broadcast receivers, which will be particularly susceptible to interference of this kind.

Such interference to mobile broadcast reception would put the U.S. at a disadvantage to other developed countries. Last year Japan successfully launched mobile video over digital broadcast signals. Already, 20 percent of mobile phones in that country support television reception, and by next year the penetration rate is expected to hit 50 percent.¹ The European Union is actively developing a common European strategy for mobile TV.² South Korea is another recognized leader in delivering high-quality audiovisual content to consumers, where already some fifteen percent of the population watches mobile TV programming.³

From a public interest standpoint, over-the-air broadcasting is a proven and reliable mass communication link that the public has learned to rely upon for information in times of emergency. Such reliance has been demonstrated time and time again in times of local or national crises. The added dimension of mobile reception enabled through DTV technology is an essential consumer value and public service aspect of the DTV broadcast transition and must not be compromised. In instances where the infrastructure of fixed-line or cell-based services fails, broadcasters will still be able to provide the last line of communication, reaching the public even in conditions that require families to vacate their homes, as was widely the case during 9/11 and Katrina. Adding the risk of an untold number of unlicensed, potentially interfering devices transmitting in the TV spectrum is not in the national public interest.

Local broadcast television stations are prepared to bring this mobile TV revolution to the U.S. If this initiative is to succeed, the Commission must ensure that unlicensed devices do not prevent consumers from receiving mobile broadcasts. Accordingly, OMVC respectfully requests that interference to mobile digital television services be included in testing any candidate unlicensed devices for this band and that the Commission not authorize unlicensed devices unless mobile digital television services are fully protected from interference.

We look forward to further discussion with you in this regard. Please contact us at any time at 561-682-4165.

Copy: Marlene H. Dortch, Secretary, Federal Communications Commission

¹ See, e.g., *Newport Media Sees Opportunity from Japan Mobile TV Market*, WirelessEurope's Daily Bulletin, Aug. 16, 2007 (noting that "Japan is the largest mobile TV market worldwide").

² See, e.g., *Mobile Television: The EU Switches On*, European Commission Information Society and Media Press Fact Sheet, March 1, 2007.

³ See, e.g., Moon Ihlwan, *South Korean's Want Their M-TV!*, Business Week, Aug. 3, 2007 ("Some 7 million consumers (or one in every seven residents) regularly watch mobile TV programming just two years after Korea became the world's first country to broadcast such content to cell phones").

Respectfully submitted,

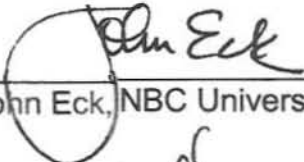
The OMVC Board of Directors:



Lynn Beall, Gannett Broadcasting



Brandon Burgers, ION Media Networks



John Eck, NBC Universal



Michael Fiorile, Dispatch Broadcast Group



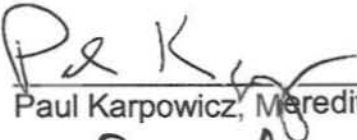
Andy Fisher, Cox Television



David Folsom, Raycom Media



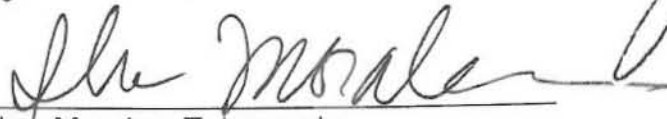
Alan Frank, Post Newsweek Stations



Paul Karpowicz, Meredith Corporation



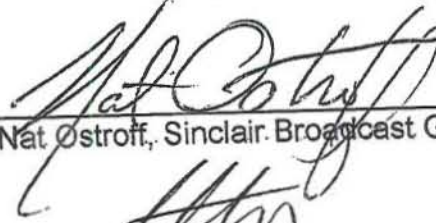
John Lawson, APTS



Ibra Morales, Telemundo



Patrick Mullen, Fox Television Stations




Nat Ostroff, Sinclair Broadcast Group



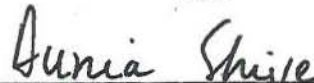
Bob Prather, Gray Television



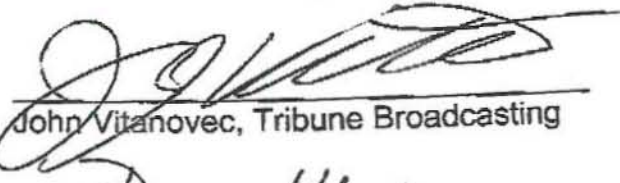
Vince Sadusky, LIN Television



Todd Schurz, Schurz Communications



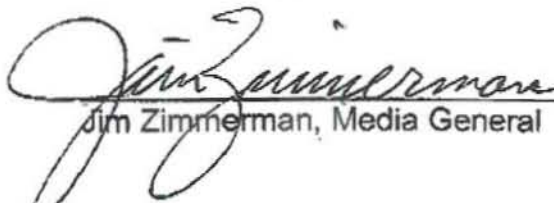
Dunia Shive, Belo Corp.



John Vitanovec, Tribune Broadcasting



Doreen Wade, Freedom Broadcasting



Jim Zimmerman, Media General